

with said cell under conditions such that conjugate binds to said cell and said entry is thereby facilitated.

17. (New) The method according to claim 16 wherein said molecule is a peptide, polypeptide or protein.

18. (New) The method according to claim 17 wherein said fusion domain is conjugated C-terminal or N-terminal to said peptide, polypeptide or protein.

19. (New) The method according to claim 16 wherein said molecule is a nucleic acid.

20. (New) The method according to claim 16 wherein said cell is a mammalian cell.

21. (New) The method according to claim 16 wherein said molecule is a therapeutic agent.

22. (New) The method according to claim 21 wherein said molecule is an HIV regulatory protein that binds viral RNA.

23. (New) The method according to claim 16 wherein said fusion domain comprises 5 to 15 amino acids.

24. (New) The method according to claim 23 wherein said fusion domain comprises 7 to 13 amino acids.

25. (New) The method according to claim 24 wherein said fusion domain comprises the sequence AVGIGALFLGFL.

26. (New) A method of treating HIV infection comprising contacting cells of a patient in need of such treatment with a conjugate comprising an HIV fusion domain and an HIV regulatory protein that binds viral RNA but does not promote RNA transcription under conditions such that said conjugate enters said cells, said treatment thereby being effected.

27. (New) A conjugate comprising an HIV fusion domain and a non-proteinaceous molecule.

28. (New) The conjugate according to claim 27 wherein said molecule is RNA or DNA.